Economic Update

May 2012

e-mail business@stjohns.ca to receive this newsletter in your in box

Business Briefs

Gross asking rents (psf/yr) for commercial office space in the St. John's metro area increased 5.9% to $29.11 for the first quarter 2012, compared to the first quarter 2011. Overall vacancy was down slightly to 3.7% from 4.1% for the first quarter 2012, according to Cushman & Wakefield Atlantic.

***

Buy Local! Buy Fresh! recently released an updated version of their printed guide to buying local food on the Avalon Peninsula. The guide lists 28 producers of local food. In addition, an online resource and app have been developed. Visit www.avalonfresh.ca for further details. Buy Local! Buy Fresh! is an initiative of the Regional Economic Development Boards of the Avalon Peninsula.

***

The recent provincial budget allocated $2.6 million for the implementation of the Ocean Tech Intelligence Program. This program provides assistance to industry associations for projects that support the growth of Newfoundland and Labrador's ocean technology sector.

Sales for the food services and drinking places industry in Newfoundland and Labrador increased by 8.1% in February, compared to the same month last year. Total food service sales increased from $55.5 million in February 2011 to $59.9 million in February 2012. Nationally, total food services and drinking sales increased by 5.4% in February, compared to the same month last year according to Statistics Canada.

***

KPMG is opening an office in downtown St. John's at TD Place (140 Water Street). The decision to open a new office in St. John's is in response to the growing demand by local and multinational companies for business advice to help capitalize on the growth in economic activity, corporate transactions, and the influx of new businesses and investments into the province. To meet this demand, KPMG has also embarked on a recruiting campaign to attract local professionals and also bring professionals with ties to Newfoundland and Labrador back home. www.kpmg.com

Economic Indicators

- **The New Housing Price Index for St. John's Metro was 146.2 in February 2012 down 0.7% compared to the same month in the previous year.**
- **The Consumer Price Index for St. John's Metro was 123.7 in March 2012 up 2.5% compared to the same month in the previous year.**

City Building Permits (Apr 30, 2012)

Type	2011	2012	% Variance
Commercial	$13,300,100	$115,600,100	769
Industrial	200,100	3,600,100	1699
Institutional	11,500,200	11,100,200	-3
Residential	47,400,400	46,100,800	-3
Repairs	800,000	1,000,000	25
Total	**$73,200,800**	**$177,401,200**	142

Labour Force Characteristics, St. John's Metro, *(seasonally adjusted, three-month moving average)*

	Mar 12	Chg.*
Labour Force	116,000	3.6%
Unemployment Rate	7.8%	1.4pt
Employment Rate	65.9%	0.6pt
Participation Rate	71.6%	1.9pt

* *Same month previous year.*

ST. JOHN'S

DEPARTMENT OF ECONOMIC DEVELOPMENT, TOURISM & CULTURE

Business Approvals

Citris Marketing, 20 Cathedral St.

Fastenal, 11 Hallett Cres.

Atlantic XL, 170 Water St.

Easy Home, 466 Topsail Rd.

KA Pratt Group, 112 Military Rd.

TD Bank, 65 Stavanger Dr.

MT & L Public Relations, 448 Water St.

Menchie's Frozen Yogurt, 191 Kenmount Rd.

Medical clinic, 181 Mundy Pond Rd.

Office for a cleaning company, Freshwater Rd.

Pet-N-Pamper, 3-7 Cashin Ave.

New Home Based Business

Catering business, 130 Eastborne Cres.

Initiatives

City Promotes Energy Reduction Strategy for New Homes

The City of St. John's in conjunction with partners takeCHARGE, a joint initiative between Newfoundland Power and Newfoundland and Labrador Hydro, and the Canadian Home Builders' Association - Newfoundland and Labrador, recently unveiled a new energy efficient home (approximate value $350,00).

Erco Homes, a member of the Canadian Home Builders' Association, prepared 125 Blue Puttee Drive to demonstrate the improvements required to meet the City's new energy reduction strategy, which officially came into effect Sept. 1, 2011. The policy affects new one and two-family home constructions in the City, which must be built to meet energy targets of 80, as specified in the EnerGuide Rating System. Improvements will include the mandatory insulation of basements, upgrading windows, ventilation, heating and electrical systems.

Upcoming Events

CHBA NL Home Show 2012	May 5 – 6	http://chbanl.ca/home-show
Catholic Health Alliance of Canada	May 9 – 11	www.chac.ca
Canadian Association of Speech Language Pathologists Conference	May 9 – 12	www.caslpa.ca
Atlantic Book Awards	May 11–18	www.atlanticbookawards.ca
Newfoundland and Labrador Angel Network Lunch & Learn	May 18	email: info.cb.nl@acoa-apeca.gc.ca
Let's Talk Exports Luncheon	May 22	www.neia.org
The Fundamentals of Project Management	May 22 -23	www.mun.ca/gardinercentre
Arctic Oil & Gas Conference	May 23 – 24	www.informaglobalevents.com/event/arcticnorthamerica
Export & Innovation Awards	May 25	www.ibrd.gov.nl.ca
Go Beyond Pixels	May 25	www.gobeyondpixels.com
Geological & Mineralogical Association of Canada	May 27 – 29	http://stjohns2012.ca
Marketing Research and Intelligence Assoc.	May 29– June 1	mria-arim.ca/Conference2012/NEWS/index.php

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
709-576-8107 business@stjohns.ca